

Cape Town Ministerial Summit

Outreach and Media Activities

The GEO communications objective is to promote and increase the general awareness of the benefits of Earth observation, especially among present and future users, beneficiaries and sponsors of relevant systems. The Cape Town Summit communications strategy will support the overall GEO communications work, by raising awareness and general understanding of the Summit and therefore ensuring attendance by Ministers and extensive press coverage.

The story of the GEOSS vision and general messages will be developed based on the themes of the GEOSS 10 year Implementation Plan. Global messages will cover high level topics such as Disaster Mitigation, Global Change (including climate change), the Green Economy, Sustainable Development and Impact on Society. Targeted messages will be developed according to specific audiences.

The proposed products and activities leading up to and including the Summit will be the following:

Printed materials

- Summit flyer (to announce the Summit);
- GEO folder (for documents for delegates and media press pack);
- GEO background document;
- GEO brochure;
- Factsheets (one per SBA and 1 per transverse area);
- Signage and banners for the venue and the exhibition area;
- Tudor Rose publication (free of charge publication on GEO, GEOSS and early achievements. Contributions from all areas/sectors of the GEO community and key international figures);
- Brazilian publication (in-kind).

Videos

- A promotional three minutes video highlighting GEO and its early achievements (funded, produced and distributed by EC) to be broadcast at the Summit;
- Additional videos on various early achievements and specific themes/issues to be produced by in-kind contributions to be shown in the Summit Exhibition area.

Web

The GEO website will be the central website for all Summit information (for delegates and media, etc). The opening ceremony and speeches will be web caste on: www.earthobservations.org

Media

- A series of opinion editorials and/or letter to the editor (September-November);
 - A series of international & regional media advisories (leading up to the Summit);
 - African press award. African environmental journalist award – winner(s) to be announced at the Summit;
 - Various African media workshops (organised by ANEJ and UNEP);
 - GEO exhibition booth at UNESCO exhibition - October 2007.
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Regional Promotion

- 25-29 June: Costa Rica – International Symposium on Remote Sensing of Environment. Press conference with Costa Rican and Central American press. GEO booth at symposium;
- 21 & 22 July: Kampala, Uganda. International Workshop on Hazards and Disasters. Press conference/roundtable with African media. GEO booth at workshop (tbc);
- 10&11 September: Seville, Spain. Capacity Building Symposium. Press release, press conference with Spanish media. International media advisory;
- 17-19 September: Brazil. GEOSS in the Americas. Press strategy to be developed;
- 10-12 October: Beijing, China. Information Access for Developing Countries (discussion on GEONETCast and web portal in particular). Press strategy to be developed.

Exhibition

An exhibition area will be coordinated by the South African government and the GEO Secretariat enabling the GEO community to present key projects, early achievements and important elements of GEOSS. Examples from the official Annex to the GEO Report on Progress will be highlighted in this area, ensuring a number of early achievements are prioritized, focused and drawn attention to for the interest of the media, public and Ministers.

As the purpose of the Cape Town Communications strategy is to raise awareness and understanding of Earth observations, the purpose of GEO and the nature and value of GEOSS, periodic evaluation of these efforts will be conducted to measure the progress and impact of the communications campaign.